The goal of marketing is to satisfy all the stakeholders of the firm - employees, dealers, stockholders, and customers - by seeing that quality goods and services are developed and provided at fair prices and in a way that benefits the community and society. World-class competition has forced businesses to develop marketing programs that are as good as the best. This means getting closer to the customer, joining other organizations to create value for the consumer, and designing integrated distribution and communication programs that provide a seamless flow from producers to consumers. Pricing, communication/promotion, product/service, and distribution activities inherent in the development of marketing programs are applicable to non-profit organizations, business-to-business organizations, and firms that sell to ultimate consumers.

Many types of careers are available to the marketing major. These include, but are not limited to: sales, advertising, retailing, product/service management, and marketing research. Because of the many different employment opportunities in marketing, many marketing electives are offered along with three core courses required of all marketing majors - consumer analysis, marketing research, and marketing strategy.

## Admission to the Major

See "Admission Requirements" on the Robert H. Smith School of Business page.

## Program Learning Outcomes

1. Apply elements of critical thinking.
2. Identify common situations in chosen career that could result in ethical dilemma.
3. Analyze ethical scenarios and apply frameworks to develop solutions.
4. Foster and sustain team environments that are inclusive of ideas from all contributing members.
5. Apply leadership skills to motivate and coordinate with others to achieve goals.
6. Write professional-grade business documents.
7. Develop and deliver effective oral presentations.
8. Identify and use appropriate quantitative tools and techniques.
9. Use software applications to analyze and solve problems.
10. Explain how functional areas interact and drive one another.
11. Apply consumer behavior concepts to solve real world issues in marketing.
12. Analyze survey data using appropriate tools and techniques and apply findings to resolve marketing issues.
13. Formulate STP plans and apply the proper alignment of 4Ps of marketing to solve real world problems in business.

## Requirements

Course requirements for the junior-senior curriculum concentration in Marketing are as follows:

### College Requirements

- BMGT451 Consumer Analysis 3
- BMGT452 Marketing Research Methods 3
- BMGT457 Marketing Policies and Strategies 3
- BMGT352 Customer-Centric Innovation
- BMGT353 Retail Management
- BMGT357 Retailing and Marketing Internship
- BMGT372 Introduction to Logistics and Supply Chain Management
- BMGT450 Integrated Marketing Communications
- BMGT454 Global Marketing
- BMGT455 Sales Management
- BMGT458 Special Topics in Marketing (maximum of 6 credits if content differs)
- BMGT484 Digital Marketing

### Upper Level Economics Requirements

- Select one of the following: 3
  - ECON305 Intermediate Macroeconomic Theory and Policy
  - ECON306 Intermediate Microeconomic Theory & Policy
  - ECON330 Money and Banking
  - ECON340 International Economics

### Total Credits

21

Note: Students who have completed ECON325 and ECON326 can substitute these courses for ECON305 and ECON306 respectively.

In addition to the major requirements listed above, please consult "Colleges and Schools" on this site or www.rhsmith.umd.edu for a listing of additional Smith School degree requirements that apply to all Smith School majors.

The Marketing major is also offered at The Universities at Shady Grove (https://shadygrove.umd.edu/) in Montgomery County, Maryland. Click here (https://www.rhsmith.umd.edu/programs/undergraduate/shady-grove/) to see more information about the Robert H. Smith School of Business’s undergraduate offerings at the Shady Grove campus.

## Four Year Plan

Click here (https://www.rhsmith.umd.edu/programs/undergraduate/academics/academic-majors/) for roadmaps for four-year plans in the Robert H. Smith School of Business.

Additional information on developing a four-year academic plan can be found on the following pages:

- 4yearplans.umd.edu (http://4yearplans.umd.edu)
- the Student Academic Success-Degree Completion Policy (https://academiccatalog.umd.edu/undergraduate/registration-academic-requirements-regulations/academic-advising/) section of this catalog